



Marketing Law Basics

ORIGINAL PROGRAM DATE

April 10, 2026

REPORTING YOUR CREDIT

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DESCRIPTION

This program covers common issues in marketing, including contractual terms in marketing agreements, marketing-controlled products such as cannabis and tobacco, plus FTC rules regulating advertising, contests, and marketing online.

AGENDA

1 **Visibility, Make-Good and Agency Law:**

An Introduction to Key Clauses in Common Marketing Agreements

This session will highlight the unique contractual terms and typical positions in common marketing agreements, including sponsorships, endorsement and influencer agreements, agency agreements, and promotions.

Kraig L. Baker - Davis Wright Tremaine LLP, Seattle, WA

2 **Contests and Other FTC Marketing Regulations**

The Federal Trade Act empowers the Federal Trade Commission to regulate advertising, contests, and marketing online. Learn how to keep your clients safe from FTC issues.

Steve Tapia - Seattle University School of Law, Seattle, WA

3 **Marketing Controlled Products: A Regulator's Perspective**

Some products sold in Washington are considered potentially harmful to consumers. Thus, the Legislature has enacted certain restrictions and protections to enhance public protection. This session will discuss tips and traps when advertising products regulated by state government such as lottery, cannabis, and tobacco.

Kristi Weeks - Washington's Lottery, Olympia, WA